LEO BURNETT U.S.A.
A DIVISION OF LEO BURNETT COMPANY, INC.
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Enjoy smoking longer without smoking more.

Saratoga 120's. Rich, full-flavored cigarettes tailored longer and slimmer than 100's. You get extra smoking time, extra smoking pleasure, without smoking more cigarettes. Cost no more than 100's. Regular or menthol, crush-proof box.

Saratoga 120's

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Regular: 17 mg."tar,"
1.0 mg. nicotine—Menthol: 15 mg."tar,"
1.0 mg. nicotine av. per cigarette, FTC Report Nov.'75

Warning: The Surgeon General Has Determined That Cigarette Smoking Is Dangerous to Your Health.

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